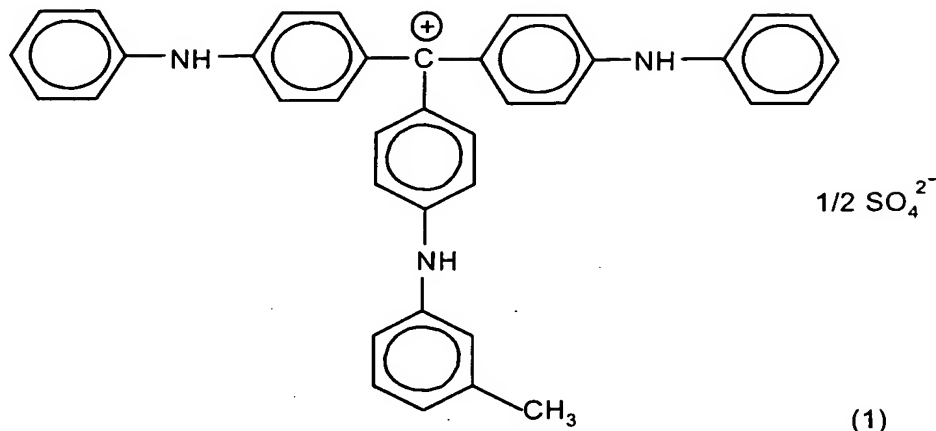


Claims:

1. A compound of the formula (1)



characterized by a primary aromatic amine content of less than 2000 ppm as determined by high performance liquid chromatography.

- 2) The compound as claimed in claim 1, characterized by a primary aromatic amine--in-particular, aniline and m-toluidine-- content of less than 1000 ppm.
- 3) The compound as claimed in claim 1 or 2, characterized by a conductivity of between 0.001 and 1.5 mS/cm, preferably between 0.01 and 1 mS/cm, in 5% by weight aqueous dispersion.
- 4) A process for preparing a compound as claimed in any of claims 1 to 3 by Friedel-Crafts alkylation of p-chlorobenzotrichloride with chlorobenzene, substitution of the aromatically bonded chlorine by aniline and m-toluidine, alkaline hydrolysis to give the dye base, and precipitation as the dyebase sulfate of the formula (1), which comprises
- taking up the dyebase sulfate in water and subjecting it to a first steam distillation, then filtering it and drying, where appropriate, at from 50 to 180°C,
 - adding water to the presscake or pasting the dyebase sulfate, where it has been dried, with water,
 - subjecting it to a further steam distillation and filtration

d) and to drying at from 50 to 180°C.

5) The process as claimed in claim 4, wherein steps b) and c), including d) where appropriate, are repeated from one to ten times, preferably from two to four times, with step d) being carried out in every case after the final repetition.

6) The process as claimed in claim 4 or 5, wherein drying is conducted at a temperature of between 80 and 160°C.

7) The process as claimed in one or more of claims 4 to 6, wherein the dyebase sulfate is pasted or admixed with water in a ratio of from 1:1 to 1:1000.

8) The process as claimed in one or more of claims 4 to 7, wherein before the first steam distillation and/or before one or more further steam distillations the dyebase sulfate is subjected to wet grinding.

9) The use of the compound of the formula (1) as claimed in at least one of claims 1 to 3 as a colorant for pigmenting high molecular mass organic materials, office articles, and cleaning products.

10) The use as claimed in claim 9 for pigmenting plastics, resins, varnishes, emulsion paints, wood paints, printing inks, artists' colors, rubber materials, other inks, preferably inkjet inks, powder coating materials, and electrophotographic toners and developers.

11) The use as claimed in claim 10 as a colorant and charge control agent for electrophotographic toners and developers.

12) The use as claimed in any of claims 9 to 11 as an agent for shading black, red, yellow or brown hues in toners, developers, printing inks, varnishes, plastics, rubber materials, paints, office articles, artists' colors or inkjet inks.